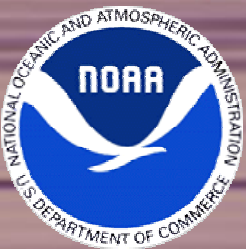




# ***Working Strategically, Working Together***

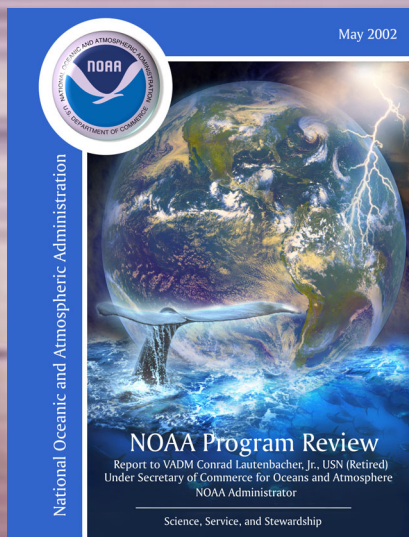
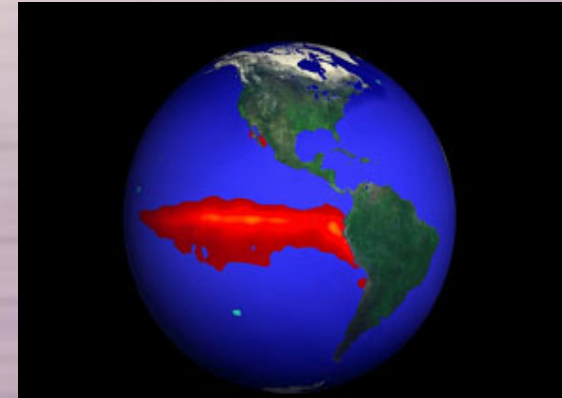
## ***NOAA Strategic Management for Dummies***



Mary Glackin, Assistant Administrator  
Program Planning and Integration  
NOAA Mid-Level Staff Retreat  
October 21-22, 2003

# Introductions

- 26 Years at NOAA
- Three line offices
- Five Administrations



# NOAA Vision Summary

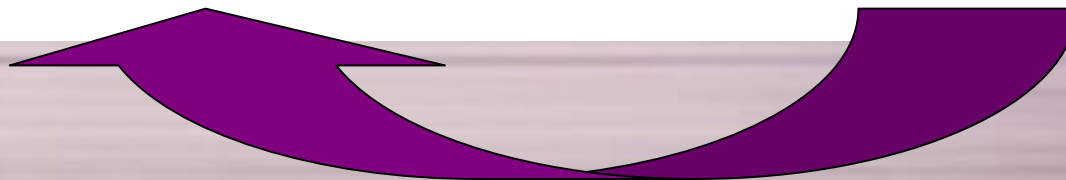


## Vision

- Integrated, corporate NOAA
- Leadership
- Requirements Based Management
- Budgets that serve the mission
- Satisfied Customers

## Tools

- Organizational Structure
- *Matrix Management*
- *Strategic Planning*
- *Planning* Programming Budget System (PPBS)
- Cost/Schedule/Performance
- Customer feedback & outreach





# Strategic Management for DUMMIES

GOAL TEAMS?

Vision Statements?

MATRIX  
MANAGEMENT

Councils?

NEC

Cross-cut  
Priorities?

PPI

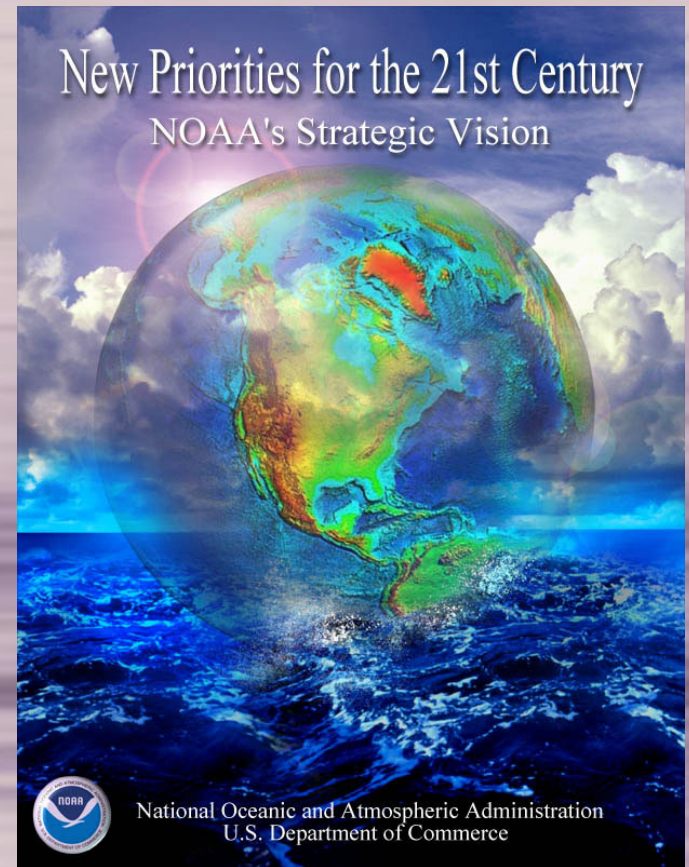
Program  
Structure?

# Reaching for Our Vision

*...How the world is different with the strategic plan*

## NOAA's Vision

To move NOAA into the 21<sup>st</sup> Century scientifically and operationally, in the same interrelated manner as the environment that we observe and forecast, while recognizing the link between the global economy and our planet's environment.



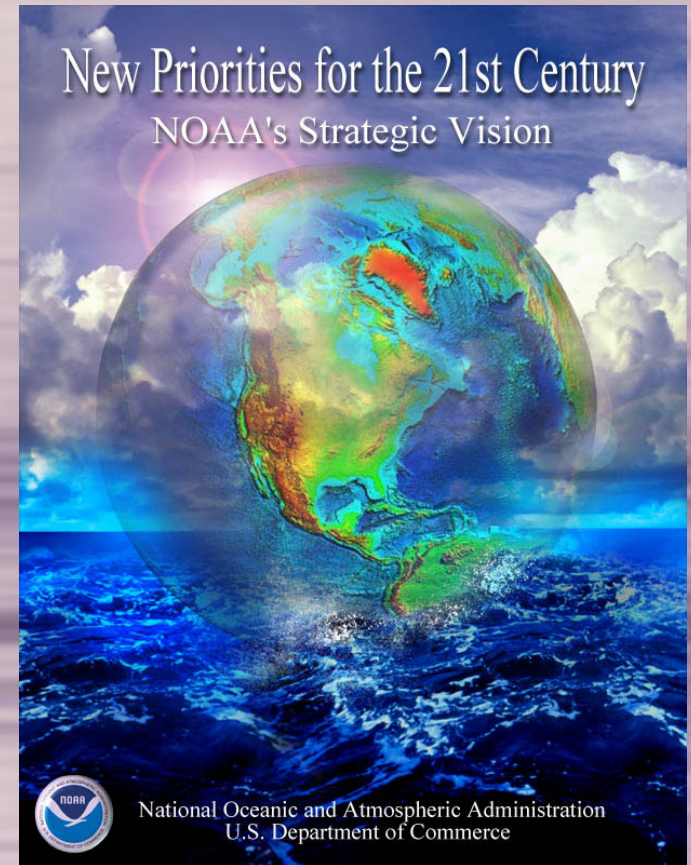
***Key players: NEC***

# Fulfilling Our Mission

*...What we are asked to do*

## NOAA's Mission

To understand and predict changes in the Earth's environment and conserve and manage coastal and marine resources to meet our Nation's economic, social, and environmental needs.



***Key players: All NOAA***

# Mission Goals

*...How we approach the future strategically*

- Protect, restore, and manage the use of coastal and ocean resources through ecosystem-based management
- Understand climate variability and change to enhance society's ability to plan and respond
- Serve society's needs for weather and water information
- Support the nation's commerce with information for safe, efficient, and environmentally sound transportation

***Key players: Goal Teams***

# Cross-cut Priorities

## *Developing capabilities with policies and procedures*

Observations and data management

Observation Council

Environmental literacy

Education Council

State of the art research

Research Council

International C and C

International Council

Homeland security

Homeland Security Program

Organizational excellence

- Leadership

NEC/NEP

- Human capital

CFO/CAO Council

- Facilities

CFO/CAO Council

- Information technology

CIO Council

Administrative products and services

CFO/CAO Council

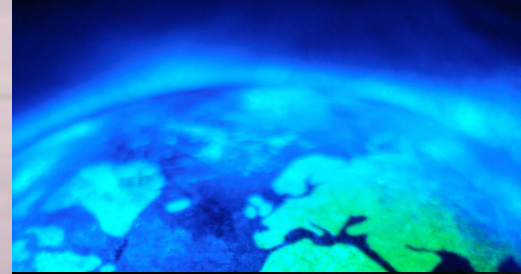
***Key players: Councils***



# Program Structure

*What we do – tactically*

- Ecosystems
- Climate
- Weather and Water
- Commerce and Transportation
- Goal-wide Programs



# Program Structure

## *Goal: Ecosystems*

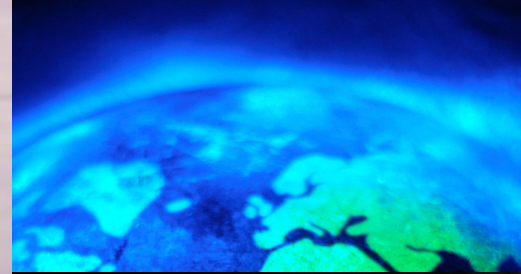
- *Habitat Restoration*
- *Coral Reef*
- *Protected Areas*
- Coastal Resource Management
- *Invasive Species*
- *Undersea Research and Exploration*
- Protected Species
- Fisheries Management
- *Aquaculture*
- Enforcement
- *Ecosystem Research*



# Program Structure

## *Goal: Climate* *Climate Program*

Observations and Analysis  
Forcing  
Predictions and Projections  
Ecosystems  
Regional Decision Support





# Program Structure

## *Goal: Weather and Water*

- Local Forecast and Warnings
- Tropical Storm
- *Space Weather*
- *Air Quality*
- Hydrology – Rivers, Lakes and Floods
- *Weather and Water Science and Technology Infusion*
- *Environmental Modeling*





# Program Structure

## *Goal: Commerce and Transportation*

- Marine Transportation Services
- Aviation Weather
- Marine Weather
- Geodesy
- *Emergency Response*
- Commercial Remote Sensing Licensing
- Commerce and Transportation Science and Technology Infusion



# Program Structure

## *Goal-wide programs*

- *Homeland Security*
- NOAA Management
- Geostationary Satellite Acquisition
- Polar Satellite Acquisition
- Fleet Services and Acquisition
- Satellite Services
- Facilities
- Administrative Services
- IT Services



# Why Matrix Management?

- Achieve bolder goals
- Unify NOAA
- Leverage Resources
- Reduce duplication
- Focus resources
- Stimulate creativity
- Reach goals faster
- Expand learning



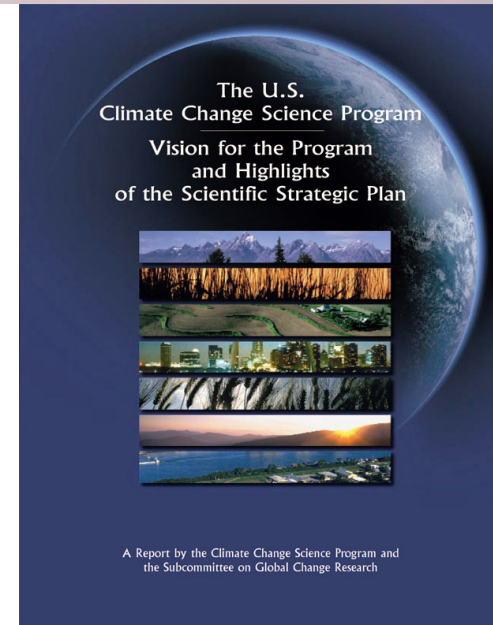
# Strategic Planning





# An Honest Broker for the Nation and the Globe

- Take the pulse of the planet: contribute to an integrated Global Observation System
- Advance toward an ecosystem orientation
- Expand climate services
- Improve water resource information
- Facilitate intermodal transportation
- Sustain important national NOAA programs
- Help the global community



# Program Management Challenges

- Clear objectives
- Meeting customer expectations
- Strong program managers and management structure



# One NOAA





# Together we will thrive!

"There are some people who live in a dream world, and there are some who face reality; and then there are those who turn one into the other."

– Douglas Everett

